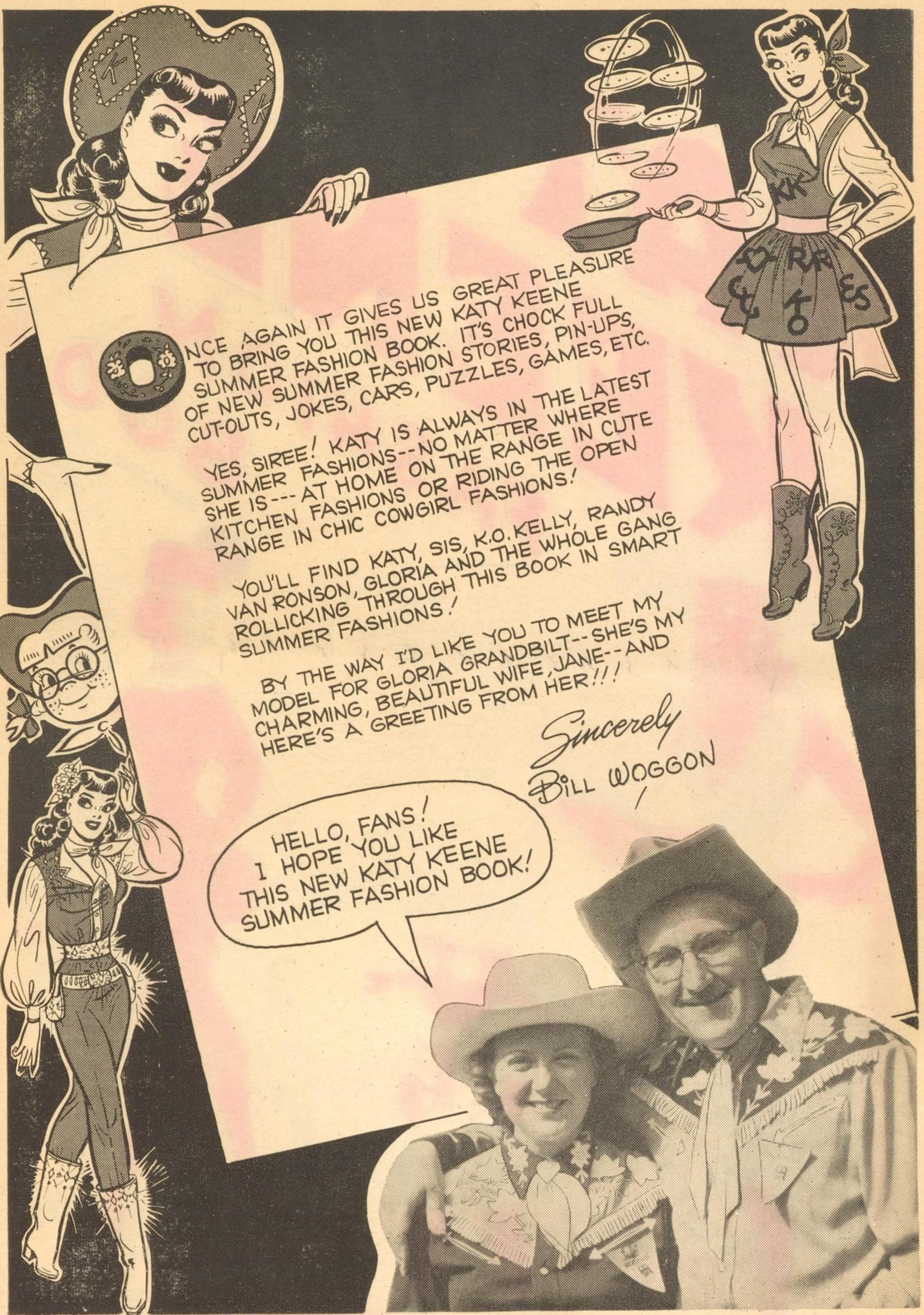

ARCHIE SERIES
NO. 17
APPROVED BY THE COMICS CODE AUTHORITY
10¢
KATY KEENE FASHION BOOK MAGAZINE
by BILL WOGGON
GLORIA'S DOG JUST GRADUATED FROM PRIVATE SCHOOL, SIS!
I'LL BET HE WAS TEACHER'S PET, EH, KATY?
FASHIONS DESIGNED by M. JACKSON ELLIS, 624 TERRELL RD. TERREL HILLS, SAN ANTONIO, TEX.



KATY KEENE FASHION BOOK MAGAZINE, Volume 1, Number 17, Summer 1957. Published quarterly by RADIO COMICS, INC., 1 Appleton Street, Holyoke, Mass. Editorial offices: 241 Church Street, New York 13, N.Y. Application for second class entry pending at the Post Office, at Holyoke, Mass. Yearly subscription 40c in U.S.A.; single copies, 10c. Printed in U.S.A.

ONE LOOK AT Katy THE FASHION PIN-UP QUEEN TELLS YOU SHE IS Keene

by BILL WOGGON
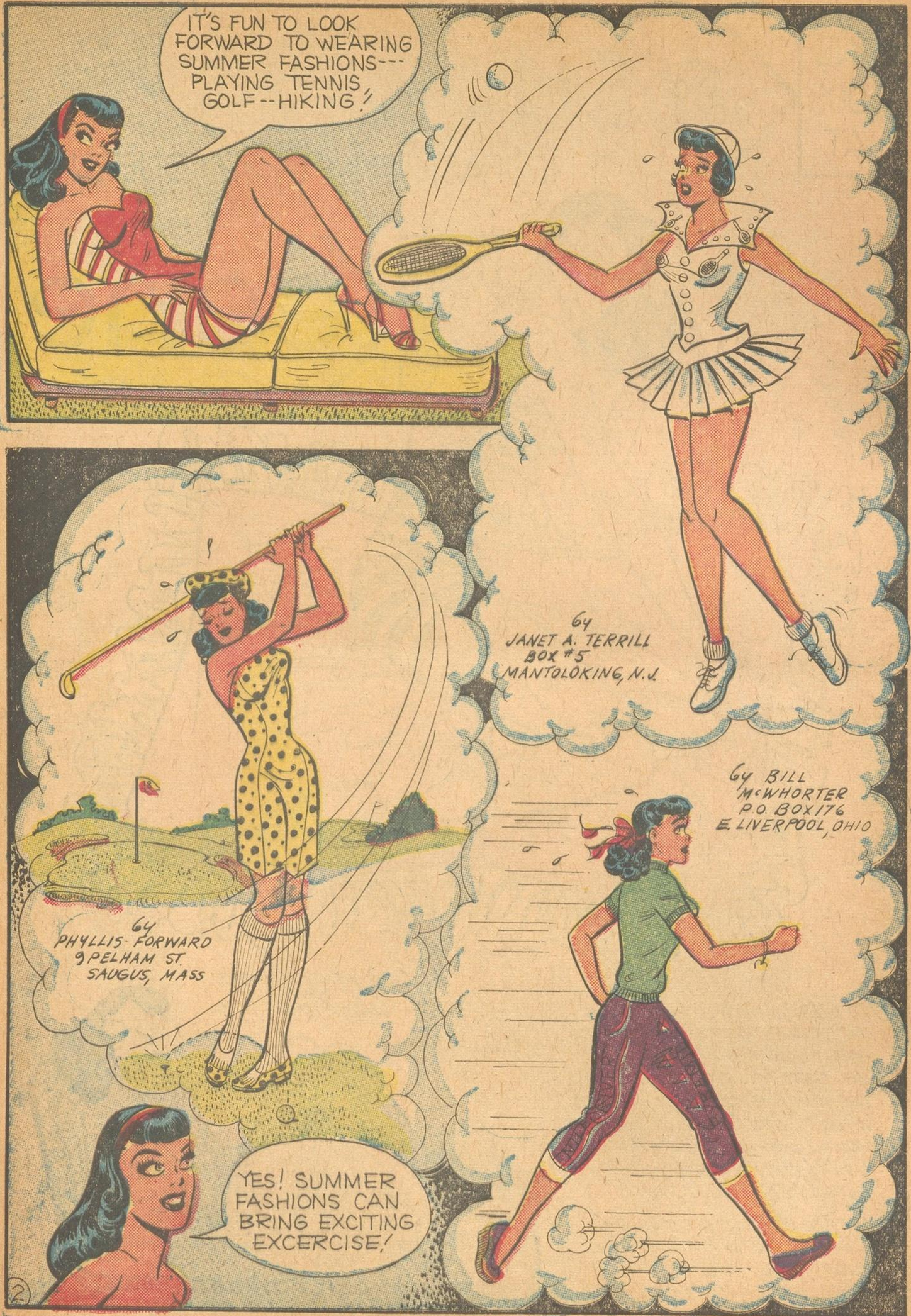


by MRS. WENDELL SMITH,
STAR ROUTE,
WATERTOWN, N.Y.

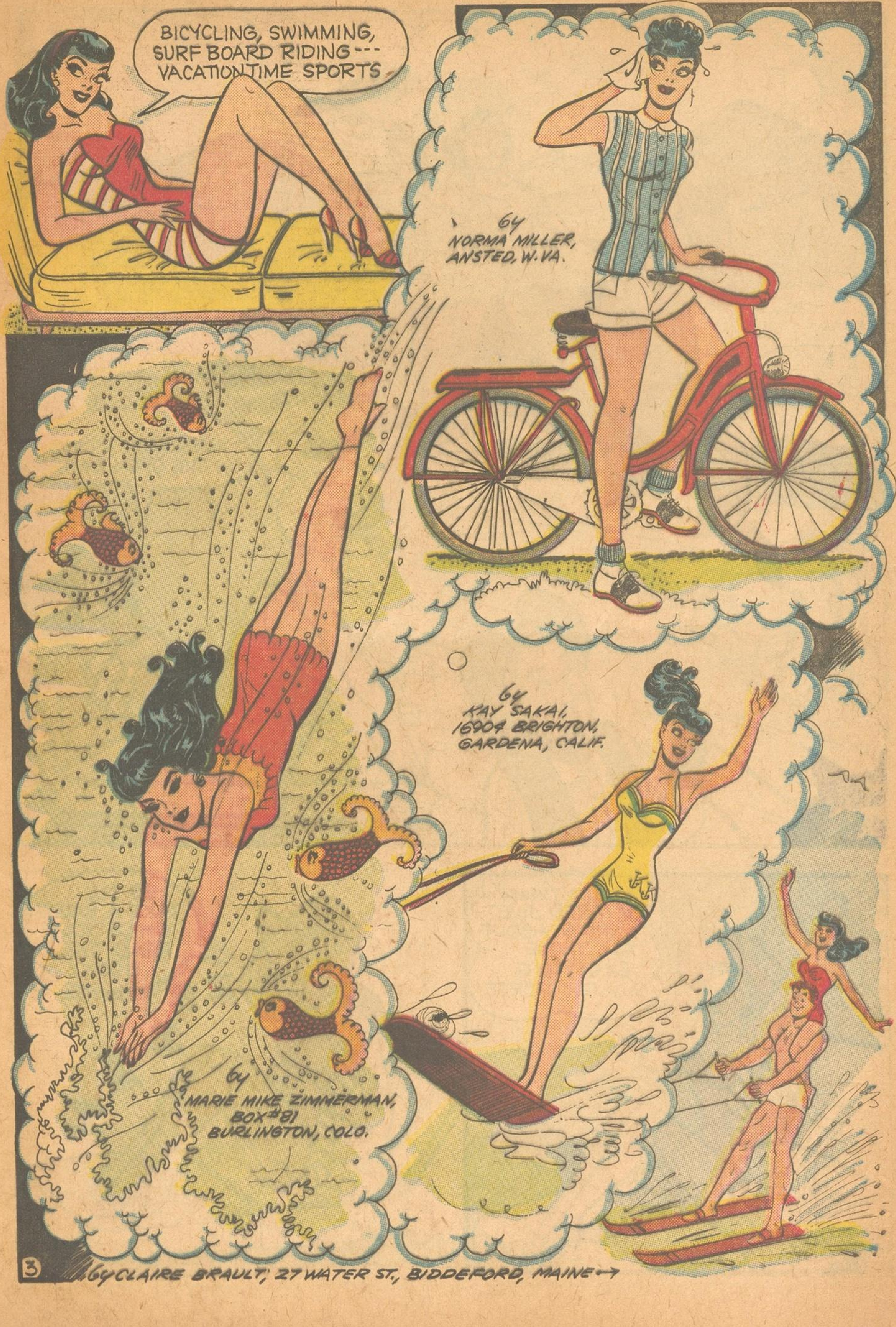


It's always nice to hear from our young married fans and receive designs from them! We open this book with with fashion Pin-ups from Mrs. Wendell Smith, one of our young married designers! You'll find a feature story about her in this book!

On the following pages are Summer fashion Pinups by other young designers who will some day be married and still be our fans!

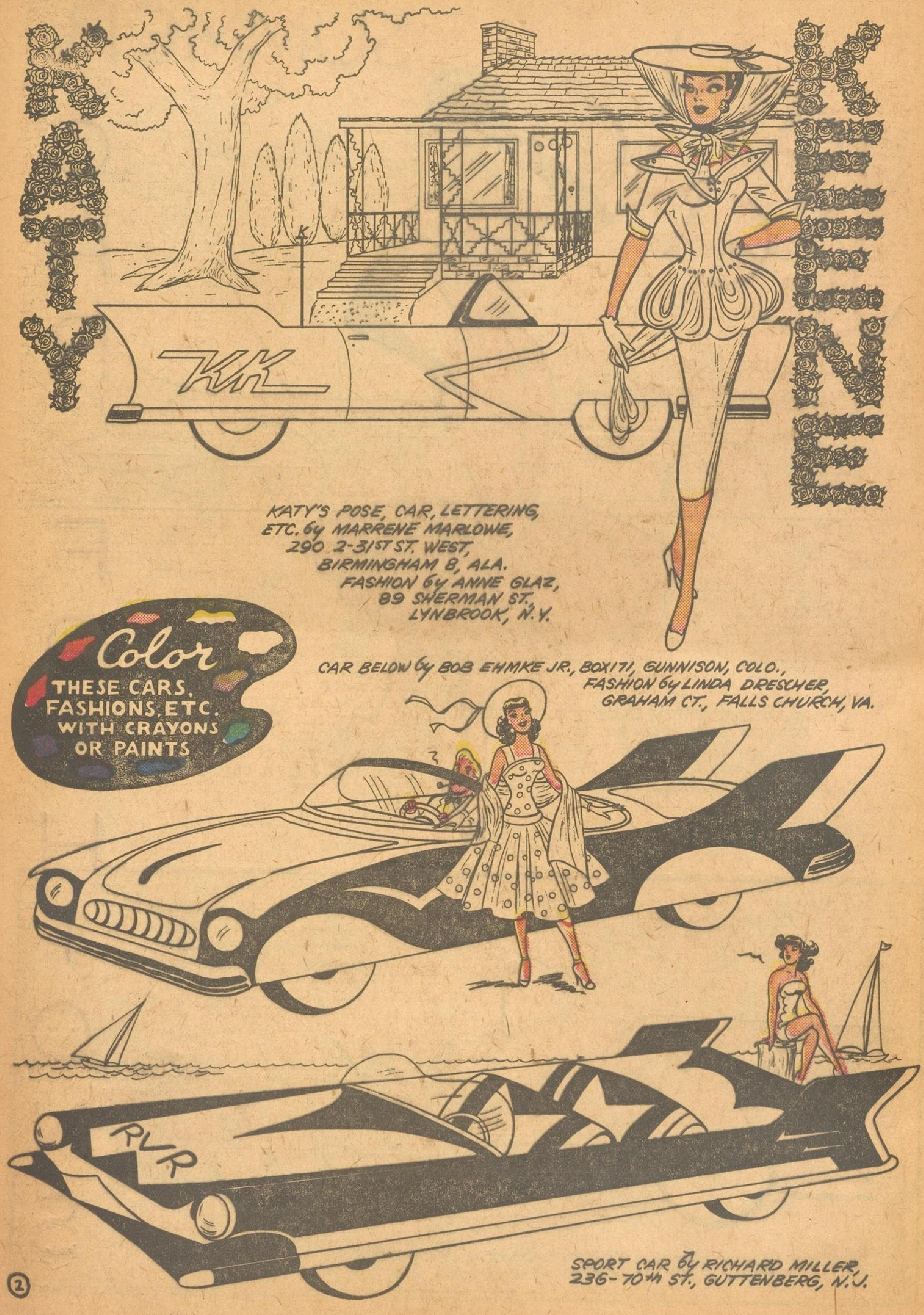


IT'S FUN TO LOOK FORWARD TO WEARING SUMMER FASHIONS--- PLAYING TENNIS, GOLF--HIKING!
by JANET A. TERRILL BOX #5 MANTOLOKING, N.J.
by PHYLLIS FORWARD 9 PELHAM ST. SAUGUS, MASS
by BILL McWHORTER P.O. BOX 176 E. LIVERPOOL, OHIO
YES! SUMMER FASHIONS CAN BRING EXCITING EXCERCISE!
2

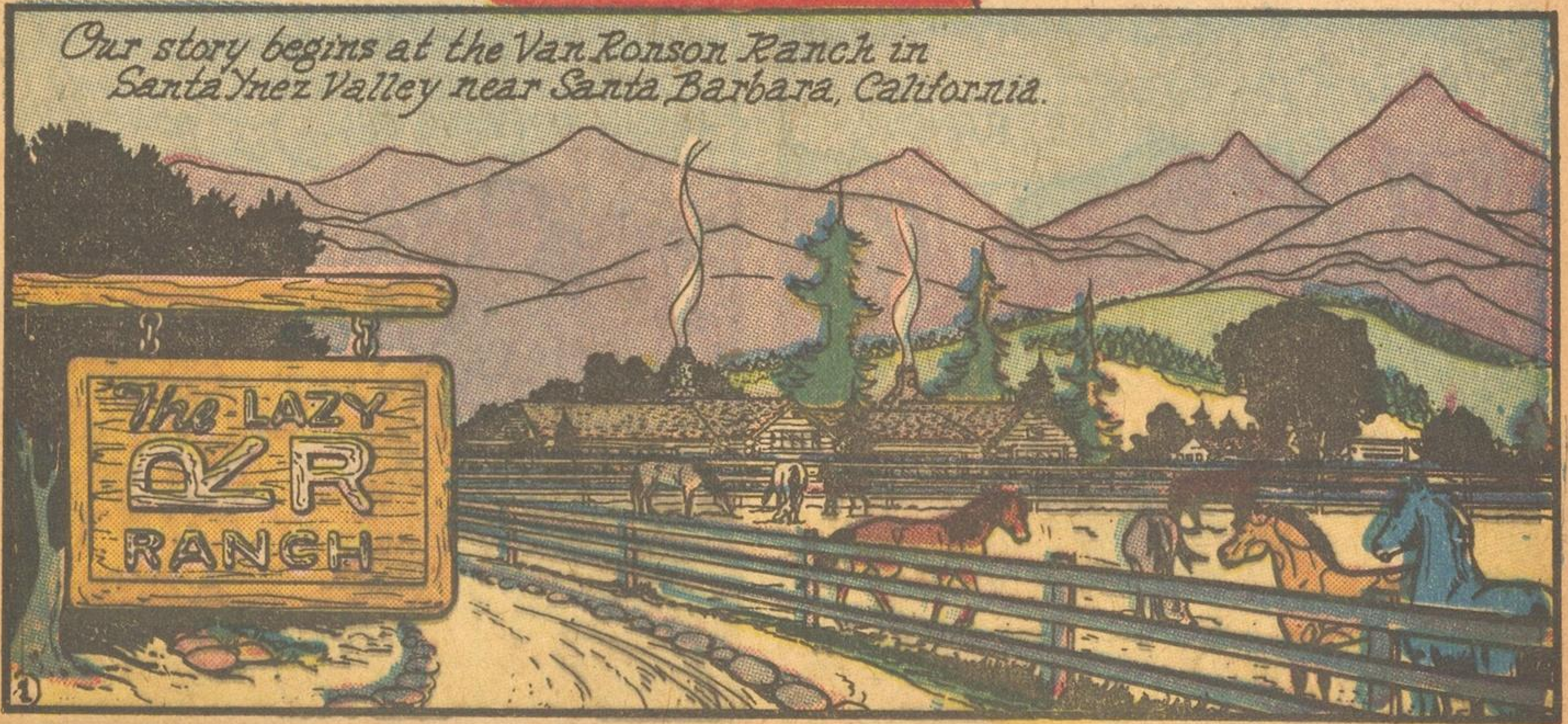

BICYCLING, SWIMMING, SURF BOARD RIDING--- VACATIONTIME SPORTS
by NORMA MILLER, ANSTED, W. VA.
by KAY SAKAI, 16904 BRIGHTON, GARDENA, CALIF.
by MARIE MIKE ZIMMERMAN, BOX #81 BURLINGTON, COLO.
3
by CLAIRE BRAULT, 27 WATER ST., BIDDEFORD, MAINE →

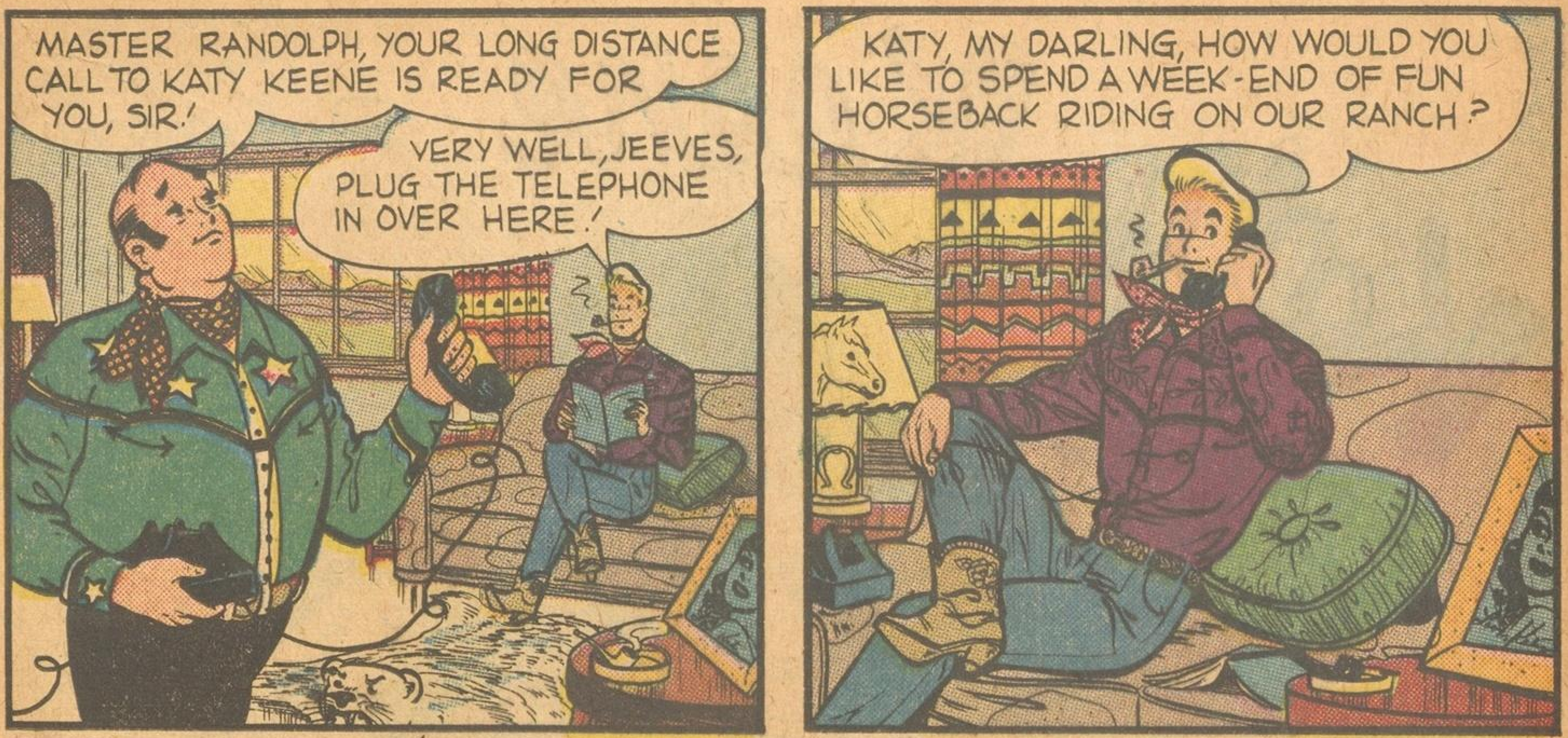

by
MARY ELLEN NALEWAISKI,
537 TONNELE AVE.,
JERSEY CITY, N.J.
HORSEBACK RIDING ON THE OPEN RANGE
HO HUM! (YAWN) I'M TIRED JUST THINKING ABOUT ALL THOSE **EXCITING** SUMMER SPORTS!
SO I'LL TAKE A SIESTA WHILE YOU READ THIS BOOK!
Z Z Z Z Z
4


KATY KEENE
SUMMER CAR FASHIONS
by Bill Woggon
KATY'S LETTERING, CAR + FASHION DESIGNED BY MRS. WENDELL SMITH, STAR ROUTE, WATERTOWN, NEW YORK.
RANDY'S "RUBY KING" BY JERRY VAUGHT (AGE 13) CINQ-MARS-LA-PILLED, FRANCE *(MAILING ADDRESS)
* JERRY VAUGHT % M/SGT. ALBERT L. VAUGHT R.A. 38050303 581ST ENGR. CO. (FIELD MAINT.) A.P.O. 256 N.Y., N.Y.
1

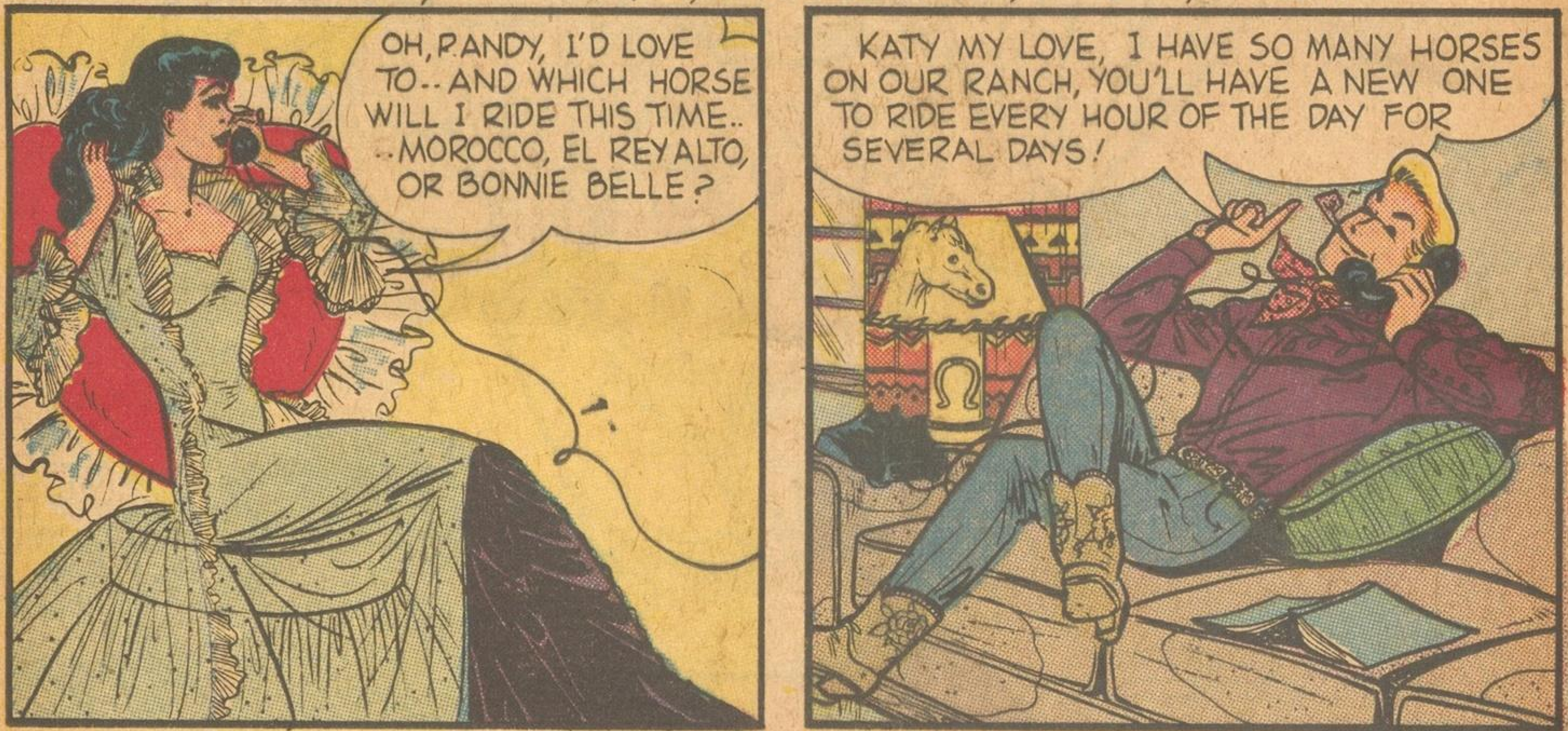

KATY KEENE
KK
KATY'S POSE, CAR, LETTERING, ETC. by MARRENE MARLOWE, 290 2-31ST ST. WEST, BIRMINGHAM 8, ALA.
FASHION by ANNE GLAZ, 89 SHERMAN ST., LYNBROOK, N.Y.
Color THESE CARS, FASHIONS, ETC. WITH CRAYONS OR PAINTS
CAR BELOW by BOB EHMKE JR., BOX 171, GUNNISON, COLO.,
FASHION by LINDA DRESCHER, GRAHAM CT., FALLS CHURCH, VA.
RVR
SPORT CAR by RICHARD MILLER, 236-70th ST., GUTTENBERG, N.J.


Katy Keene
by Bill Woggon
K
IN THIS STORY WE PROUDLY PRESENT AN ARRAY OF CHIC Glamour COWGIRL FASHIONS DESIGNED BY ANOTHER POPULAR KATY KEENE FAN and DESIGNER MRS. WENDELL SMITH
(A PHOTO OF HER AND A LETTER ABOUT HER ARE FOUND AT THE END OF THIS STORY).


Our story begins at the Van Ronson Ranch in Santa Ynez Valley near Santa Barbara, California.
The LAZY
R
RANCH



COWBOY OUTFITS ABOVE by JUNE WINQUIST, BIRCH LAKE RESORT, HARSHAW, WISCONSIN.



KATY'S NEGLIGEE by BARBARA GUNN, 400 WHISTLER AVE., PRICHARD, ALABAMA. 2

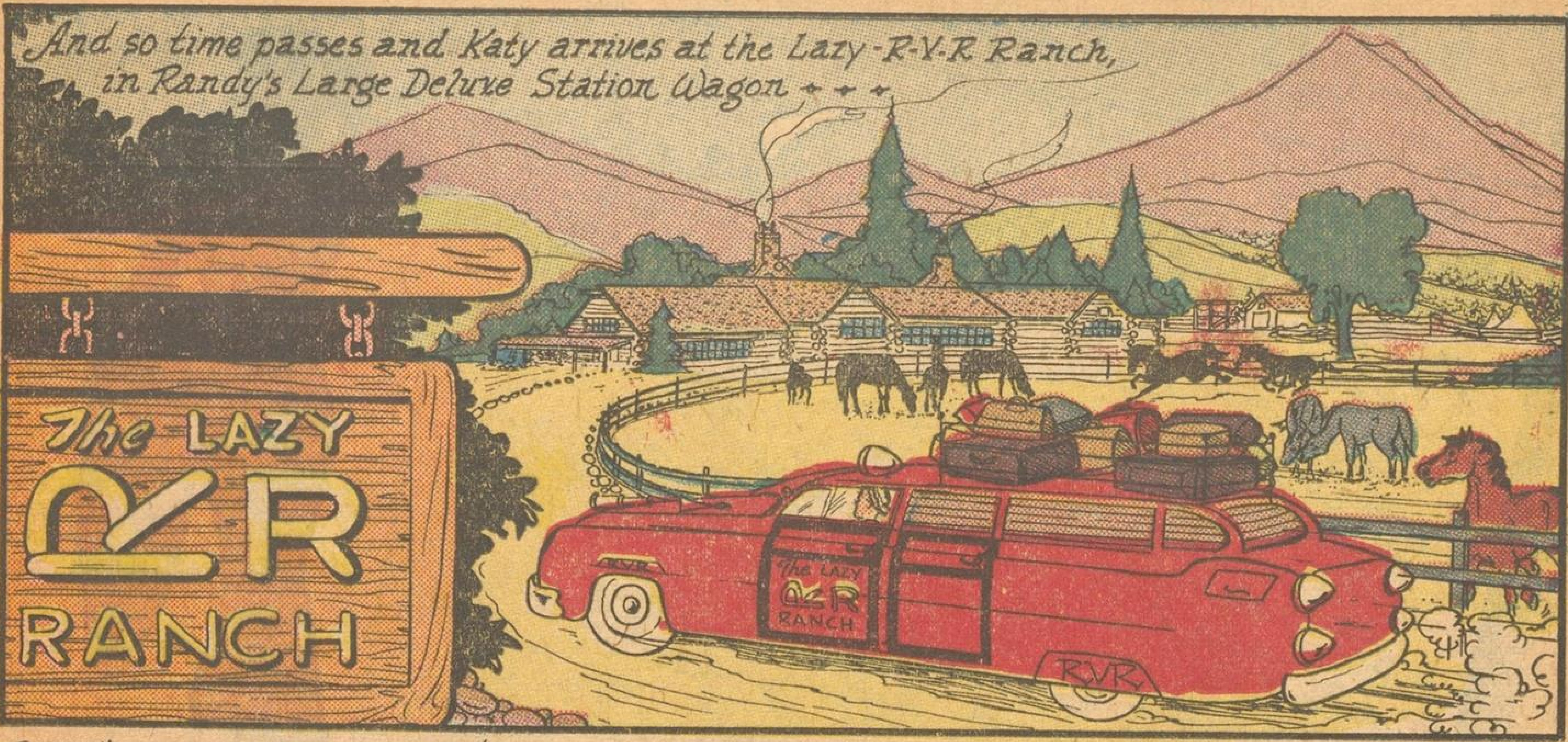


SIS' DRESS by RACHEL CHRISTIANSON, ROSEAU, MINNESOTA →

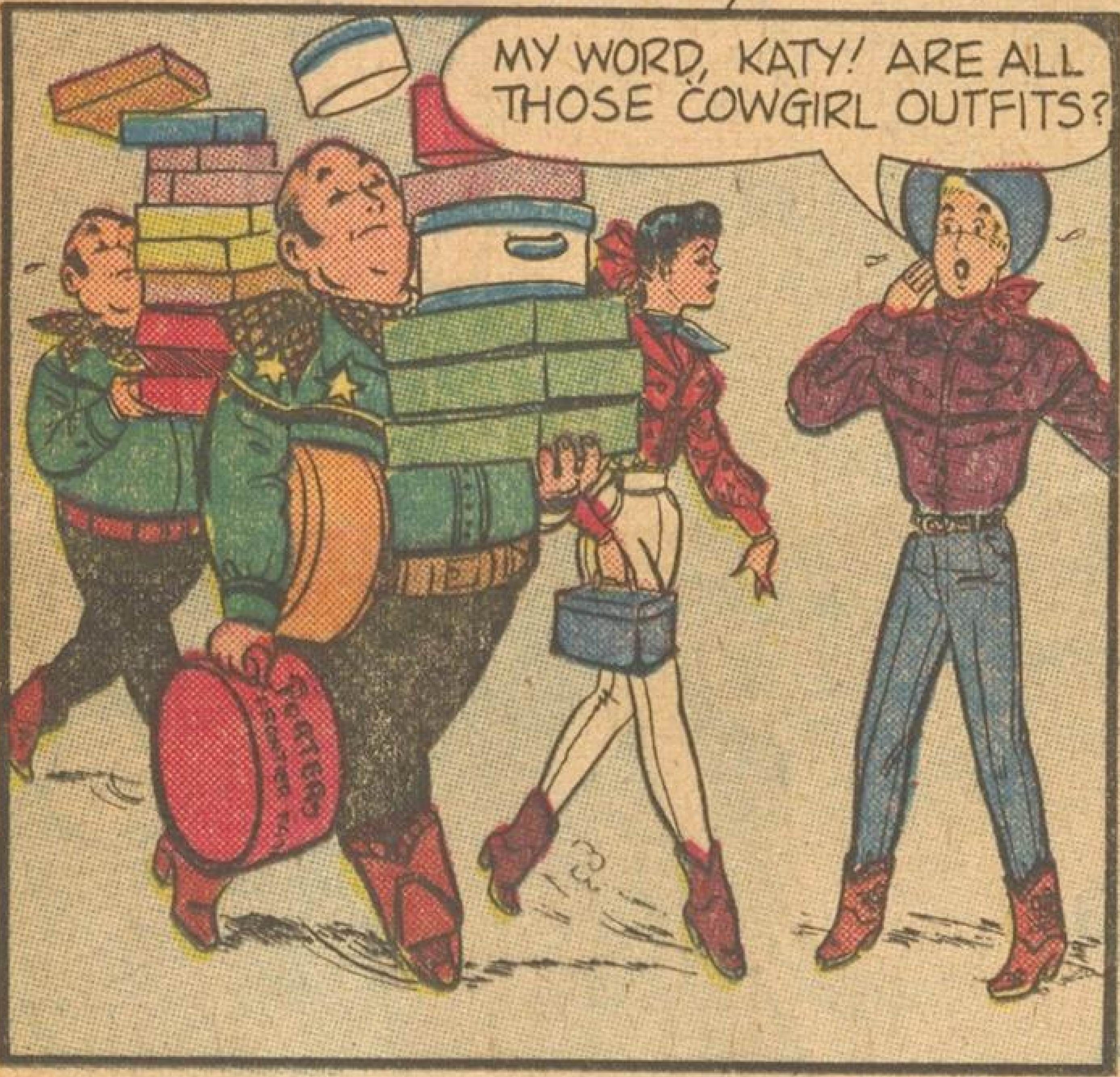


SAY! THESE ARE REALLY BEAUTIFUL!
CHIC AND GLAMOROUS, EH? SHOW THEM TO OUR READERS
DITTO! SHOW THEM!
THIS ISN'T ALL--THERE ARE MORE ON TH' NEXT PAGE!
DITTO MORE!


MY! THEY'RE ALL SO GLAMOROUS...HMM? LET ME SEE..WHICH ONES WILL I TAKE ALONG TO WEAR AT RANDY'S RANCH ?
GOSH! THAT'S GOING TO BE A TOUGH JOB DECIDIN' THAT! UM HM MMM!
ALL THE COWGIRL FASHIONS IN THIS STORY ARE EXACTLY AS MRS. WENDELL SMITH DESIGNED THEM
I HAVE IT! I'LL TAKE ALL OF THEM!
ALL OF 'EM ?! WOW!
TELL RANDY TO PICK YOU UP IN A TRUCK INSTEAD OFA SPORTS CAR!
DITTO!



RANDY'S DELUXE STATION WAGON by TOM HIRTLE, STE. 33 KING GEORGE CRT., WINNIPEG, MANITOBA, CANADA.







That's our Glamorous

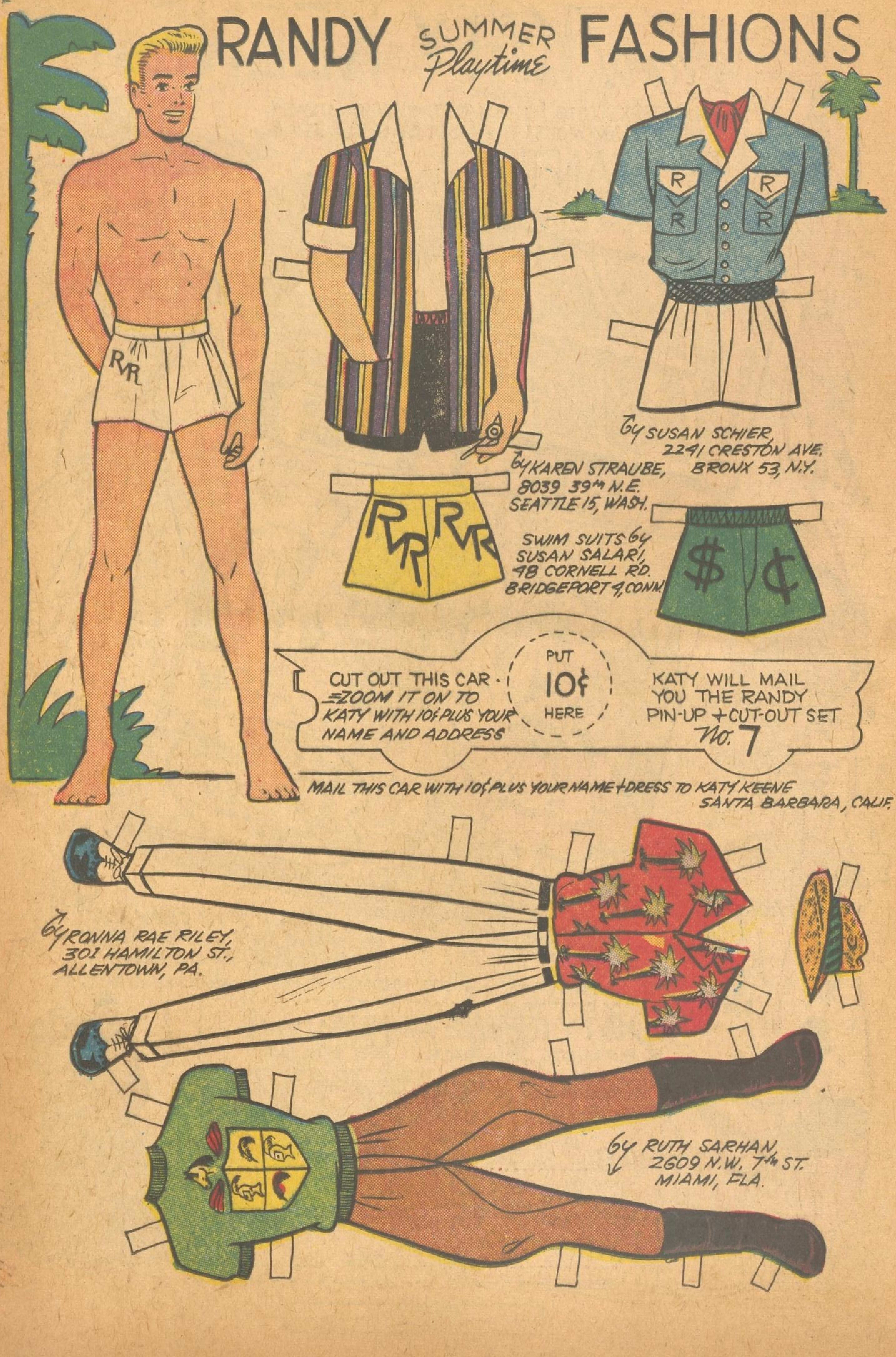
KATY KEENE

SHE'S THE FASHION QUEEN --EVEN ON THE RANGE THANKS TO MRS. WENDELL SMITH!

ON THE NEXT PAGE YOU'LL FIND MORE CHIC GLAMOUR FASHIONS DESIGNED BY THIS POPULAR KATY FAN, PLUS A PHOTO, ETC., OF HER


Dear Mr. Woggon,
Before I tell my story I would like to thank you very sincerely for using my designs
Often I was on the verge of sending in my designs but I felt I was too old, then I saw a wedding gown in your comic sent in by a 21-year-old soldier. This made me decide to send in my designs.
In school I got fair marks in all my subjects, but my art work received exceptionally high marks. I wanted to go to a fashion school but my family moved to a farm.
Now I am married to my wonderful husband, Wendell, who is now building us a beautiful home to live in.
Oil painting is another hobby of mine. I also have a full-time hobby trying to be a good wife and mother. Even so, I still find a few hours each evening to design fashions and watch T.V.
I think everyone should try to find time for some hobby to put their mind at ease
Sincerely yours,
Mrs. Helen Smith
Age 19
WATCH FOR THE NEW KATY KEENE Glamour FASHION BOOK COMING SOON!
STARRING MANY OUTSTANDING BOY AND GIRL DESIGNERS WITH THEIR GLAMOROUS DESIGNS PLUS PHOTOS AND STORIES ABOUT THEMSELVES!


NEW STORIES
Now! in KATY KEENE STEPS OUT
THE MOST EXCITING! THE MOST SPECTACULAR!
THE MOST GLAMOROUS! THE MOST SPARKLING!
NEW GIANT ANNUAL No. 4
APPROVED BY THE COMICS CODE AUTHORITY
4th EDITION
KATY KEENE
25¢
ALL NEW STORIES
ANNUAL
OH YEAH!
HOW CAN I KEEP MY FASHION FIGURE, RANDY, WHEN YOU HAVE PARTIES LIKE THIS!--I MUST WATCH MY FIGURE!
DON'T WORRY, KATY, I'LL WATCH IT FOR YOU! (SIGH) (CHUCKLE-CHUCKLE)
Inside This Book: LOADS OF LUSCIOUS, SWEET, GLAMOROUS KATY STORIES, FASHIONS, PIN-UPS, CUTOUTS + JOKES plus NEW CAR + ROCKETSHIP DESIGNS, KATY POETRY, COLORING FUN, GAMES, PUZZLES, ETC., ETC. HOURS AND HOURS OF GOOD CLEAN FUN for ONLY 25¢
by BILL WOGGON
NEW PIN-UPS
NEW CUT-OUTS
NEW FASHIONS
NEW CARS
ALL NEW!
ORDER YOUR COPY NOW! MAIL THIS COUPON BELOW WITH 25¢ (35¢ IN CANADA)
CLIP! MAIL NOW!
PLEASE NOTE KATY'S ADDRESS! DO NOT SEND TO KATY at WOGGON WHEELS RANCH
KATY KEENE ANNUAL NO. 4
ROOM 603, 241 CHURCH ST., NEW YORK 13, N.Y.
GENTLEMEN: ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN CANADA) PLEASE SEND ME THE NEW NO. 4 KATY KEENE ANNUAL (PLEASE PRINT PLAINLY)
NAME
ADDRESS
CITY ZONE STATE


RANDY SUMMER Playtime FASHIONS
by KAREN STRAUBE, 8039 39th N.E. SEATTLE 15, WASH.
by SUSAN SCHIER, 2241 CRESTON AVE. BRONX 53, N.Y.
SWIM SUITS by SUSAN SALARI, 48 CORNELL RD. BRIDGEPORT 4, CONN.
CUT OUT THIS CAR - ZOOM IT ON TO KATY WITH 10¢ PLUS YOUR NAME AND ADDRESS
PUT 10¢ HERE
KATY WILL MAIL YOU THE RANDY PIN-UP + CUT-OUT SET No. 7
MAIL THIS CAR WITH 10¢ PLUS YOUR NAME + DRESS TO KATY KEENE SANTA BARBARA, CALIF.
by RONNA RAE RILEY, 301 HAMILTON ST., ALLENTOWN, PA.
by RUTH SARHAN, 2609 N.W. 7th ST. MIAMI, FLA.

The Day Katy Got Married

by Bill Woggon



1 day came 2 see bringing her utiful 2 soften her and a large box of for 2 win her approval. After he gave the 2 girls their gifts he gave some to go 2 the so he could alone with . Now 4 the 2 hundreth time, on his bended he asked KT 2 "PLEASE MARRY ME!"



He was SHOCKED when she said "YES!" was so thrilled he wanted 2 get married that very before changed her mind but consented 2 wait 4 one week while KT got her ready. In the meantime heard about the wedding and did everything he could 2 change 's mind. He even dated to make KT jealous but this did not work ~~~ then he dated Lucki Red Loreli but this did work either ~~

The day of the wedding arrived ... was more
utiful then she had ever been in her

On her way 2 the she saw
following her ... she had a
feeling there be trouble.
was waiting on the of the church and when
he saw her he couldn't lieve she was really going
2 be his wife. like a madman came running
out of his , and went over 2 and
started 2 argue with him which eventually came
a Randy fought valiantly 4 his beautiful
bride and for once gave a black
Someone called the and soon they came
down the street -- CLANG CLANG Police bells
were ringing instead of Wedding Bells. sobbing
woke up -- the police bells were just her alarm
clock ringing and the whole
story of marrying
had just been a dream.

The END

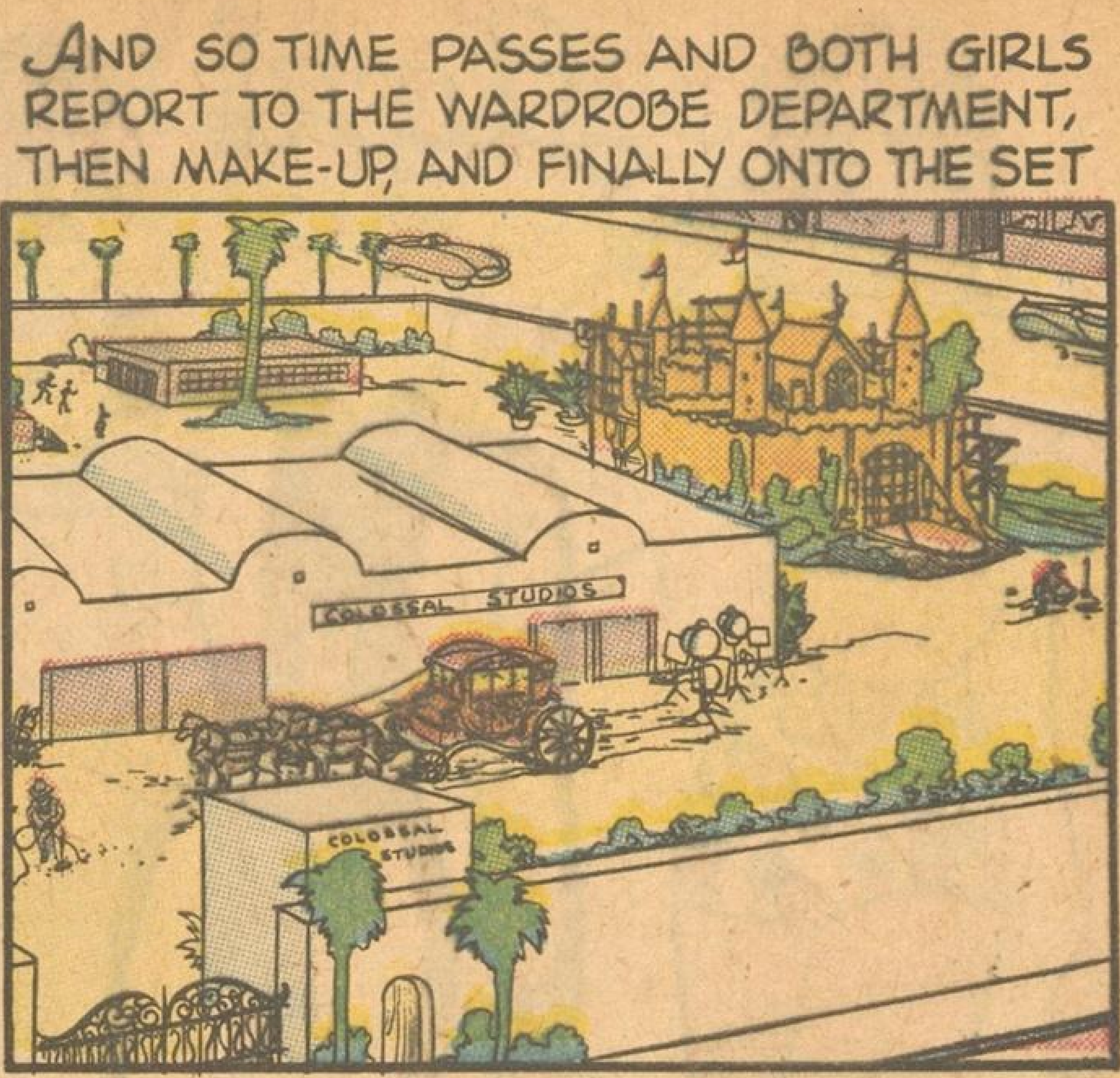


THIS STORY WAS SENT IN by CHARLOTTE SUE JONES
1019 DOVER AVE, ELSMERE, DELAWARE


KATY KEENE
by BILL WOGGON
LETTERING, COSTUME & POSE by KENNETH CREEL, 15, HIALEAH, FLORIDA
KATY'S BED, LAMPS, DRESSING TABLE + STOOL, DRESSER, ETC., by CHERI OLIVER, 17, R.R. #2, DURANGO, COLORADO
KATY, WE HAVE A PART WHERE YOU AND LUCKI RED LORELEI ARE TO DO A SCENE TOGETHER
(HMM!) LUCKI
AND ME IN A SCENE TOGETHER ?? HOW EXCITING!
CASTING


WELL, IF I'M TO PLAY THIS RÔLE WITH LUCKI, MY HAIR WILL CERTAINLY NEED ATTENTION!
KATY
BECAUSE IF I KNOW LUCKI, SHE'LL HAVE HER RED HAIR FIXED EXTRA SPECIAL JUST TO STEAL THE SCENE FROM ME!
KATY'S POSE & RHINESTONE NEGLIGEE by MRS. FLOYD TERRY, GENERAL DELIVERY, VIVIEN, LOUISIANA.
Meanwhile
YES, LUCKI, YOU'LL BE IN THIS SCENE WITH KATY!
WELL! MY HOROSCOPE SAYS FOR TODAY THAT "A DUET IS INDICATED!"
(SO!) MY HOROSCOPE ALSO SAYS TO PAY SPECIAL ATTENTION TO MY COIFFURE!
LUCKI'S POSE, COSTUME & FURNITURE by BECKY ALLEN, 16, ROUTE 1, BOX 267, SCOTT, ARKANSAS.
LUCKY HORSE-SHOE
THEREFORE LUCKI, MY GIRL, SEE YOUR BEAUTY OPERATOR -- PRONTO!
LUCKY STATUETTE FROM TIBET
LUCKY CHARM
LUCKY COIN
FOUR LEAF CLOVER!
RABBITS FOOT
EIGHT BALL
8
2
Later
I WANT THE WORKS, SHAMPOO AND SET, PERMANENT, TRIM, ETC!
COTTON





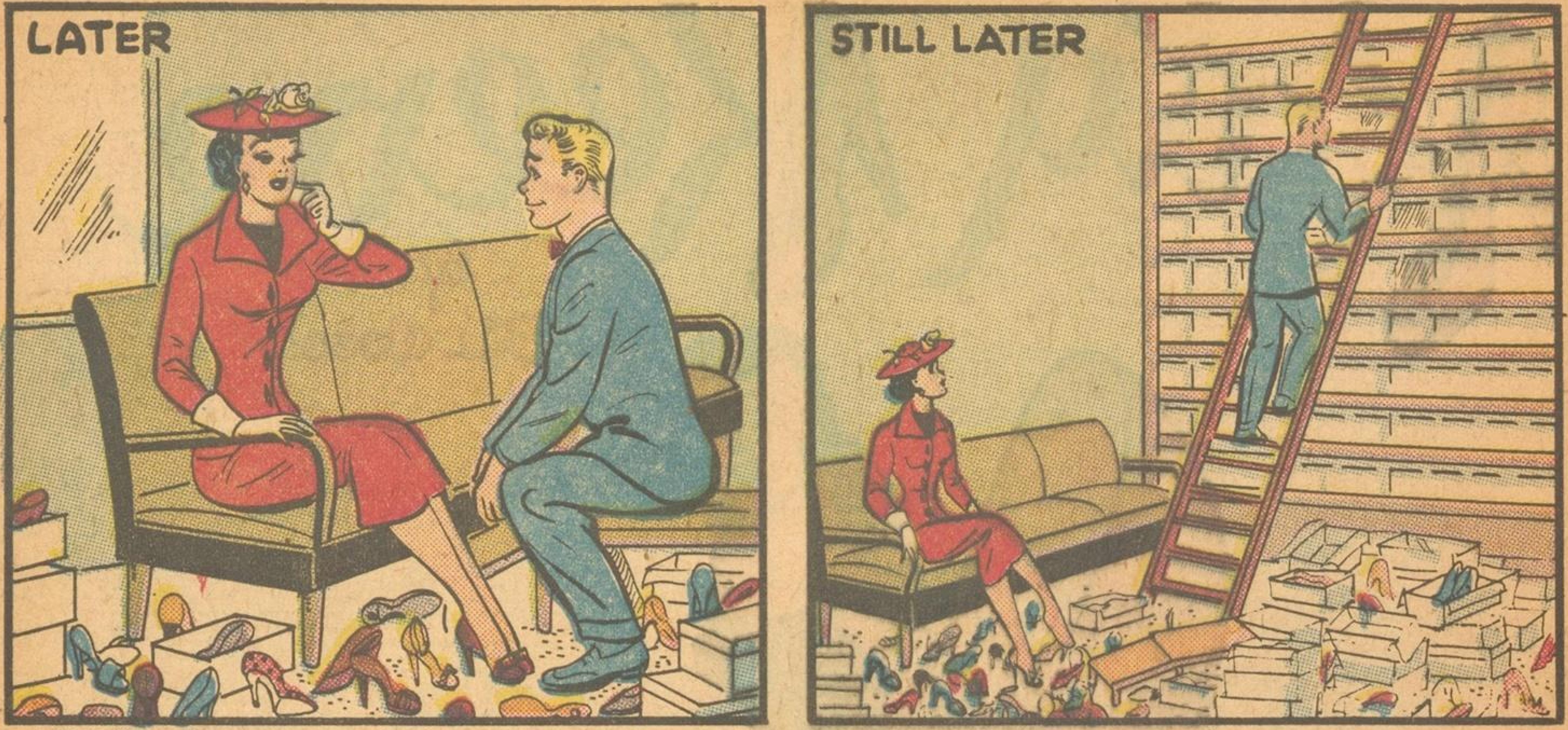
KATY'S OUTFIT by BETTY ANN HAHN, 1210 WAVELAND, CHICACAGO 13, ILLINOIS.



KATY'S COSTUME + POSE + LUCKI'S by SHEILA PATRICIA THRUSH, 1114 SOMERVILLE AVENUE, WINNIPEG 9, MANITOBA, CANADA.


Lucki RED FASHIONS
by BILL WOGGON
LUCKI RED
13
13
YOU CAN SEND FOR A PIN-UP OF LUCKI RED LORELEI WITH LOTS OF CHIC AND SPECTACULAR FASHIONS TO COLOR CUT OUT AND FIT ALL FOR ONLY TEN CENTS! JUST CUT OUT THIS LUCKY HORSESHOE MAIL IT WITH A DIME TO KATY at WOGGON WHEELS RANCH, SANTA BARBARA, CALIF.
ALL FASHIONS ON THIS PAGE ARE EXACTLY AS DESIGNED BY OUR GOOD FAN JOHN GUENTERT, 520 S. LINCOLN NILES, MICHIGAN.


Katy Keene
by
BILL WOGGON
KATY'S LETTERING, POSE, SHOE, ETC. ALL by PAT MEAGHER, 7603 THREE CHOPT RD., RICHMOND 26, VA.
Sale
SHOES
1000 PAIRS
1
KATY'S POSE, FASHIONS, STORE FRONT, ETC. by MARY AXSOM, R.R. 1, TRENTON, MO. (AGE 17)



KATY'S FASHION ALSO by NANCY GOUGER, BOX 269, PINEHURST, N.C. (AGE 13)



JOKE BELOW SENT IN by PATTY HARDING, 1812 SCHOOL ST., CHICAGO, ILL.



KATY'S NEGLIGEE + MIRROR by JUDY ROCKLEY, 191 MAIN ST., MONTPELIER, VA.

KATY KEENE SLIPPER FASHION PIN-UPS FOR YOUR COLLECTION





ARCHIE COMICS ARE **COMICAL** COMICS

KATY'S PIN-UP BOARD



RITA CONWELL, 92 W. SMITH, AMITYVILLE, N.Y.

GARY MILLER, BOX 473, WALNUT GR., MINN.

DIANE WILBUR, 825 PALM AVE., IMPERIAL BEACH, CALIF.

BRENDA PORTER, 7707 S. CORNELL, CHICAGO 49, ILL.

ELAINE LIPP, 814 7th AVE., DEVILS LAKE, N.D.



CAROL SUE YOUNGBLOOD, 2706 SHERADAN RD., LAWTON, OKLA.

DONNA SCOTT, 210 'A' E. PARKER, MIDLAND, TEX.

JUDY GAMARD, 7 SHERMAN DR., PASS CHRISTIAN, MISS.

WANDA ??, NO ADDRESS ON PHOTO

LINDA FAYE BASS, RT. # 3, WINFIELD, ALA.



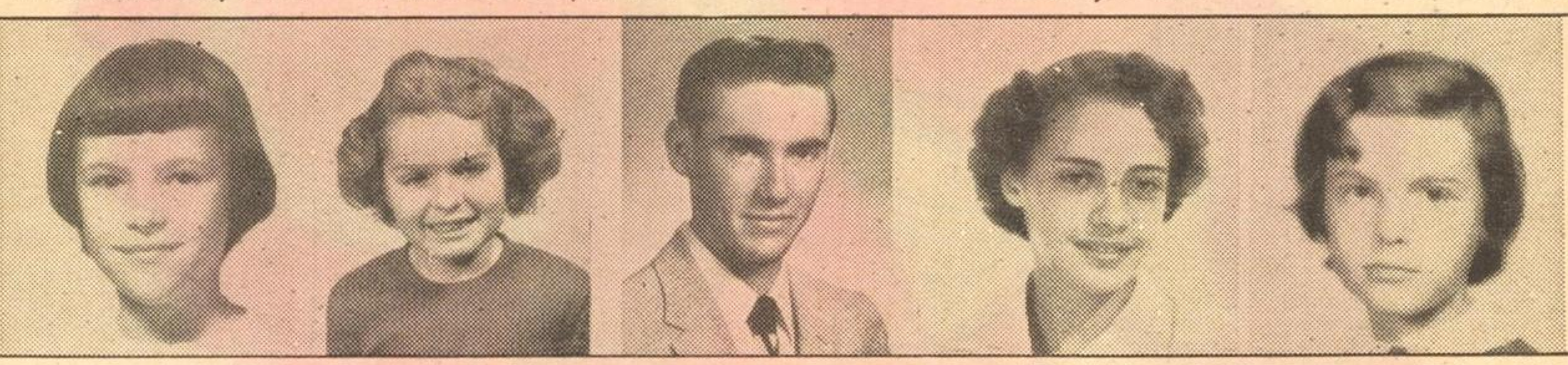
JAY SHEPARD, 509 E. BROADWAY, FARMINGTON, N.M.

SANDRA BREEN, BOX 168, WELLINGTON, KANS.

ANNE CAULEY, LENNIS, COLO.

BARBARA McWHIRTER, BOX 123, ALLISON, IOWA.

KAY GIESE, 1012 MORNINGSIDE, ANGLETON, TEX.



MICHELE HOFFMAN, MEADE, KANSAS.

PAULA SMITH, P.O. BOX 114, LITTLEFIELD, TEX.

EDWARD SCHRADER, NO ADDRESS ON PHOTO

VIRGINIA McGREGOR, 13 UPLAND ST., SUSANVILLE, CALIF.

JEAN BOX, 464 BURKEN, CINN. 38, OHIO.



LINDA PREVATTE, 649 STONBRIDGE, NORRISTOWN, PA.

SANDRA MOYER, 3026 WESTGARD, CORPUS CHRISTI, TEX.

LURETTA BENNETT, 2292 LOZIER CT., MEDFORD, ORE.

CYNTHIA FAULCONE, 29 SOUTHERN HTS., IPSWICH, MASS.

BARBARA JETER, RT. # 1, HOWE, TEXAS.


Katy Keene
by Bill Woggon
LETTERING by MARY CAMP (AGE 16), RT. 2, BOX 96, PALMDALE, CALIF.
KATY'S HAT, POSE, ETC., by GILBERT LOPEZ JR. 846 W. ALAMEDA, TUCSON, ARIZONA.